

The Logic of Social Network Development in the Perspective of Philosophy of Technology--The balance of senses and the embodiment of technological development in online social networking

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Abstract: With the change in media technology, the pattern of time and space is constantly broken, and the development of media tends to be more and more spatial and temporal freedom. On the social level, the social range of the general public is expanding, and the social distance is shrinking based on the expansion. However, people's senses have also changed, from balance to breaking balance to the constant pursuit of balance. In this paper, we will discuss the body logic of social networks and the future development trend of social networks from the perspective of senses based on the change of senses in the media.

Keywords: Social network development logic; technology embodiment; sensory balance

1. Sensory Changes in the Changing Media

As early as 1960, the Canadian scholar McLuhan already put forward the view that "media is an extension of the human being", that is, any media is no more than the body, it is an extension of the human senses and other senses or an extension of the body's function. This expansion of the senses is the basis and core of his theory, and he uses the extension of the senses and the body as a perspective to imagine and metaphorize media. In the current new media development environment, we can accurately understand this new view as the body and other media are not binary separate, the body itself is a medium. At the same time, McLuhan summarily deduced the process of "tribal society," "detribal society," and "global village" to describe the emergence and development of media in the digital age. His assertion about the "global village" has been confirmed by the development of media and information technology in the digital age in recent years.

1.1 Breaking the time pattern: spoken word - print

1.1.1 From five senses to one sense

In primitive societies, people could only spread information through spoken language, while limiting the physical range of the human ear's hearing, information exchange had to be in smaller tribal groups to be able to maintain smooth communication nearby. With the birth of writing and printing media, information exchange was no longer restricted by physical space, and human beings changed from an "ear society" to an "eye society". But although primitive societies mainly used the ear to judge sensations, they also needed to involve the five senses to coordinate. The primitive society, however, was primarily a society of the ear, but it also required the coordination of the five senses to achieve a balance of sensory abilities. However, the visual culture represented by the print media was characterized by a strong emphasis on vision, which was separated from the five senses and made the human senses fragmented and homogeneous. However, the print medium becomes an extension of the human organism, and information can be permanently recorded and transmitted outside the body.

1.1.2 Social distance from near to far

In the era of oral communication, people could only exchange information face to face in small groups, but the emergence of print media made it possible for people to receive and communicate information without leaving home, and the social distance between people increased. As a result, there was a sense of alienation and individualism. This is also known as the shift from a "tribal society" to a "detribal society".

1.2 Breaking Spatial Patterns: Print and Electronics

1.2.1 From one to three senses

With the development of technology, modern electronic media, represented by television, has reversed the state of human beings being dominated by a single vision, and because of its inescapable sense of scene has also expanded the human sense of touch, thus achieving a comprehensive extension of visual, auditory and tactile capabilities.

1.2.2 Social distance from far to near

Electronic media can instantly bring information closer from a distance due to its real-time transmission speed and sense of presence. As a result, the distance between human senses is instantly reduced. From tribalization to the global village, the intimate distance of social interaction has become closer from near to far, and the intimate distance of senses is also seeking to shrink continuously.

2. The logic of the senses in social networks

2.1 Single-sense and two-sense

Initially, social networks were the BBS era with text and pictures as the prototype of single-sense communication, such as Tianya and Catpou. With the introduction of the web2.0 concept, social networks focus more on interpersonal communication, from imparting not to imparting equality, and also focus more on sensory experience. Nowadays, the social function has become an essential part of new media products. In the whole social network, there are various forms of media carrying content, which meet the needs of users through different sensory logic.

Text and audio for mono-sensory communication-based in-depth coverage of events stimulate users' vision through mono-sensory and reach focused thinking of in-depth content. Audio-based social apps, such as "Himalaya FM", "Dragonfly FM" and "Lychee FM", stimulate the user's sense of hearing through a single sense, and the form of accompanying. This is a way to free the user's other senses to access the content. The video-based social network news reporting, in the form of multimedia reporting, stimulates users' visual and auditory senses, simulates the news scene, and enhances their sense of presence and the authenticity of the news.

2.2 Upgrade of two senses

Currently, visual and auditory dual-sensory stimulation is the most common behavior in social networks when we analyze the current hot social network products. When we analyze the hot social network products, such as many live broadcasts, short videos, and other social software, we can send them not only in the pursuit of visual and auditory dual-sensory cooperation but also strive to pursue the audience's emotional input and empathy. Therefore, its technology gradually integrated with the expression, performance, and recording of a variety of functions, to provide "performers" to show their stage. McLean has proposed the concept of "three brains in one", while human perception belongs to the instinctive brain, these products continuously stimulate the audience's instinctive brain to obtain the audience's emotional reward and win social capital. Such a "perception" dividend also makes social network communication more dynamic.

Paul Levinson, a leading American media ethicist, has proposed the "humanizing trend" theory of media evolution, which states that the closer a medium is to the natural cultural exchange and social environment of human society, the more likely it is to survive in human society. All these media trends are constantly adapting to the changes in the modern communication environment, but at the same time, they are also constantly returning to the original human communication environment. For example, human beings are accustomed to walking and talking, and mobile media has been developed to meet the needs of people, and the return of the senses is even more so.

It is safe to say that the progress and development of technology will directly lead to the change in the social network communication environment, which also influences the continuous development of social networks. At the same time, it also leads to a comprehensive improvement of the trend of humanizing social networks from both theoretical and practical levels. The humanization of

communication, while better serving the needs of people, also greatly promotes the formation and development of their subjectivity and consciousness, gradually making the communication of social networks personalized, colloquial and backstage. And then a cycle is formed, forcing the development of social network technology to turn toward humanization from a deeper and farther perspective and level.

As a kind of active practice with humans as the main body, a social network's observation of communication activity is the observation of human emotion, value, and human characteristics realized by the medium of communication. The sensory needs of information dissemination in today's society are not only limited to simple information acquisition and communication, but also the process of information dissemination and the balance of various physical and psychological senses, including vision, hearing, and touch, as well as the balance of other psychological sensory experiences. In this context, the participation and experience brought by social information network communication through the use and enhancement of information technology, as well as the generation of various emotions such as companionship, self-esteem, and so on for the audience in the process of communication, are undoubtedly based on the core of the physiological and psychological sensory needs of the information communicator, which is a clear indication of the humanization of communication through the power of technology.

3. Social network technology development embodiment, "technology with the body"

"Embodiment" refers to the "activation" of psychological sensations by human physical experiences. The American post-phenomenologist Don Eade summarized the mediated relationship between humans and technology, combined phenomenology and philosophy of technology, and proposed the concept of "a technological embodiment". That is the process of an embodiment of human beings through the mediation of technological products.

We can see that with the development of communication technology, the human body is presented more completely in communication, and the human senses are satisfied as much as possible in the process of communication.

In the process of interpersonal communication, the body, as one of the sources of information, is the initiator of communication, the medium of communication, the receiver, the analyzer and the feeder of communication, and the place where the effect of communication occurs. The body is closely related to perception, so products that can cause fluctuations in human senses are often pushed into the limelight.

"In social networks, we communicate not only ideas but also exchange and share 'sensory data' about 'life experiences.'" We can find more and more social networking platforms began to focus on the impact of the senses, the body is the only channel to perceive the outside world, but with the development and progress of Internet technology, social networks have also launched a series of technologies and functions that can directly replace the senses and the body to achieve "perception". For example, the "tap" function, which has recently become popular in WeChat, relies on visual cues to mobilize our sense of touch, hearing, and feeling through our visual cues, and virtual actions to link

the two parties, which can generate more interaction and connection between them. This technology and function can bring more realistic information and interaction effects and a more realistic sensory experience.

In addition, in mobile social networks, the capabilities of mobile wearables, big data, sensors, social networking media, and GPS are often used in conjunction with the sensory body to provide an experience of "embodied presence". Technology is no longer merely an extension of the body and the senses, but rather a world "mediated to be present and perceived by the subject", i.e. the body and the senses work together as a holistic system to perceive and know the world through technology. Anthony Giddens argues that "the body is not just a physical entity that we possess, but also a system of action, a mode of practice, and the physical embedding of the body in everyday interactions, a fundamental way of maintaining a coherent sense of self-identity." Technology is beginning to give humans the attributes of the body and perception. Our bodies are increasingly cast into the medium, defaulting the content and presentation of the medium to the perception of our bodies. One could say that eventually technology returns to the body and has an impact on reality.

4. Future development trend of the social network from the perspective of senses

4.1 Multi-sensory upgrade

At present, the development of technology has brought human beings into a new era of intelligent communication, and a series of biological responses such as human thinking, kinesthetic and even cultural preferences are gradually synchronized with technological devices, so that audiences can obtain a stronger sense of immersion and a more intuitive social experience, thus providing the future development of social networks as much as possible. The development of VR/AR/MR technology also continues to explore the medium to cause the upgrade of human perception online. Take virtual reality technology as an example, in the extreme material technology vision, virtual reality provides experiences that can infinitely approximate the real experience, which includes the accurate simulation of phenomenal fields such as sight, touch, and hearing. As a new way of information communication, virtual reality communication technology has broken through the traditional way of presenting information directly, by fully mobilizing the human visual sensory system, bringing a more intuitive and real emotional experience for the majority of users. The user will no longer rely on the flat three-dimensional text and pictures but will feel like being in a virtual situation, creating a sense of immersion similar to that of online games.

For example, in the recent virtual reality network social game "VRChat", players can have their own independently designed image, residence, in the game's public areas and with people from around the world to communicate, but also with friends to do sports, games and other online social activities.

When players enter the three-dimensional world created by VR technology through the helmet, where people can listen, observe and walk in an interdimensional space reality. The eyes are the primary organ for entering these other worlds, while touch, movement, and sound also come into play.

Immersive virtual reality technology is in constant pursuit and refinement to discover the ultimate in human senses.

And in the era of 5G high-speed development, the constant iteration of technology will make the reproduction of the body possible. I believe that the future in the field of social networking will also give birth to many bright technical achievements, WeChat "shoot a shot" function may only be a prelude, people need to imagine to briefly get a sense of reality. But perhaps shortly, through virtual technology users will be able to complete the physical action of "taking a shot" in cyberspace, and get a real sense of physical transmission back to the real body. Technology change can be said to be full of infinite imagination.

4.2 Sensory balance of virtual and reality

In a social network that emphasizes multi-sensory upgrades, we should also pay attention to the sensory balance between virtual and reality.

With the increasing maturity of virtual technology, it is possible to simulate and create various bodily senses, such as vision, touch, hearing, etc., through various technical methods to create a "real" feeling of physical presence. However, when virtual technology reshapes the senses, it results in a reduction of the body's real sensory experience, which affects the individual's perception of the social and emotional relationships around them. It also hurts the immersing of adolescents in the virtual world due to their immature minds. Heidegger calls this phenomenon "the withdrawal of technology", i.e., "the omnipresence of a new environment, triggered by a new medium, and which becomes invisible when the balance of our perception changes", when the gap between the virtual and the real gradually becomes zero. Technology becomes the experience itself, and even the physical sensation brought by technology can replicate reality, and the uncertainty of the body keeps increasing, how to distinguish the perception of reality and virtual? How will the body perceive the real and return to reality? How do distinguish between virtual and real sensory experiences? I think this is an ethical question that deserves consideration and discussion.

5. Conclusion

Inspired by McLuhan's concept of "media as human extension" and tribalization to the global village, I deduce and sort out the development logic of social networks from the perspective of senses. I also analyze and elaborate on the concept of "technological embodiment" by combining the "humanization trend" theory of media evolution proposed by Paul Levinson and the concept of "technological embodiment" proposed by the American post-phenomenologist Don Eade, who combined phenomenology and philosophy of technology. Today, the sensory experience in social networks has been developing without stopping. But this has also given rise to the fear of what Heidegger calls "the withdrawal of technology". The underlying logic of the senses is still a prerequisite for the use of social networks, and it is believed that in the future, as technology advances and the human mind evolves, social networks will reach the ultimate match between technology and the human body's senses.

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